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That iPhone Is Missing A Keyboard The New York Times June 13, 2007 Wednesday*

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The New York Times

June 13, 2007 Wednesday
Late Edition - Final

SECTION: Section C; Column 1; Business/Financial Desk; Pg. 1

LENGTH: 1318 words

HEADLINE: That iPhone Is Missing A Keyboard*

BYLINE: By JOHN MARKOFF

DATELINE: SAN FRANCISCO, June 12

BODY:

If there is a billion-dollar gamble underlying Apple's iPhone, it lies in what this smart cellphone does not have: a mechanical keyboard.

As the clearest expression yet of the Apple chief executive's spartan design aesthetic, the iPhone sports only one mechanical button, to return a user to the home screen. It echoes Steven P. Jobs's decree two decades ago that a computer mouse should have a single button. (Most computer mice these days have two.) His argument was that one button ensured that it would be impossible to push the wrong button.

The keyboard is built into other phones, those designed for businesspeople as well as those for teenagers. But the lack of a keyboard could be seen as a clever industrial design solution. It has permitted the iPhone to have a 3.5-inch screen. A big screen makes the phone attractive for alternative uses like watching movies and that could open up new revenue streams for Apple and its partner, AT&T.

The downside is that typing is done by pecking on the screen with thumbs or fingers, something hardly anyone outside of Apple has experienced yet. "The tactile feedback of a mechanical keyboard is a pretty important aspect of human interaction," said Bill Moggeridge, a founder of Ideo, an industrial design company in Palo Alto, Calif. "If you take that away you tend to be very insecure."

Mr. Jobs and other Apple executives argue that the keyboard that pops up onscreen will be a

painless compromise. The iPhone's onscreen keyboard has a dictionary-lookup feature that tries to predict the word being typed, catching errors as they are made.

That, of course, requires users to learn the new system, a task that Apple executives acknowledge may require several days. Last month at an industry conference, Mr. Jobs dismissed doubts about the decision to rely on a virtual keyboard, saying that users only had to learn to trust the keyboard, "and then you will fly."

Yet in the days before the phone is scheduled to go on sale at Apple and AT&T stores around the country, designers and marketers of electronic devices centers are having a spirited debate about whether consumers will have the patience to overcome the hurdle that will be required to type without the familiar tactile feedback offered by conventional keyboards.

Apple is making other compromises. The AT&T Edge cellular network transmits data more slowly than those of rivals, but the iPhone will still be equipped with Wi-Fi for Web access. The phone will not accept memory cards.

The keyboard, however, is the biggest worry. At worst, customers will return the products. Currently AT&T gives customers 30 days to return handsets, but it is not clear whether it will maintain that policy for the iPhone. Any significant number of returns of the iPhone could conceivably undermine what until now has been a remarkable promotional blitzkrieg that culminates in the phone's release June 29.

"There has never been a massively successful consumer device based solely on a touch screen," warned Sky Dayton, chief executive of Helio, a cellular network service that has recently introduced an innovative handset that integrates Google maps with a G.P.S. system and another feature that physically locates friends using Helio phones.

Palm was successful, he noted, despite requiring the Palm Pilot's users to enter text with a stylus using its own writing system called Graffiti. But the company eventually retreated and put a mechanical keyboard on its Treo smartphones.

"Texting" is central to an entire generation of people, Mr. Dayton argued, and Apple is taking a risk in not making that a central design feature. "There is a generation of users who are always online and who don't communicate the way their parents did," he said. "They're e-mailing; they're texting; they're I.M.-ing."

To be sure, Apple has had its share of product design hits and misses both under Mr. Jobs's command and while he was in exile from the computer maker from 1985 to 1997. The Apple III was a well-designed computer, but was undermined by shoddy manufacturing. Several years later, the Lisa, the first commercial PC with a graphical user interface, and an infamously poorly designed "Twiggy" floppy disk drive, generated excitement but failed commercially. More recently, the Apple Cube, which was perhaps Mr. Jobs's most daring design statement, drew critical praise and few sales.

But the comparison that could haunt the iPhone most comes from the specter of a former Apple chief executive, John Sculley, and his Newton. Billed as the original "personal digital assistant," the Newton relied on a stylus for entering text. When users fumbled with its character recognition system, the machine went from hype to humiliation.

Although a small team of dedicated Apple engineers ultimately improved the technology, it was too late to save the Newton as a product.

Few industrial designers believe that the iPhone will suffer the Newton's fate. Indeed, many leading designers argue that even before the iPhone has reached the market, it has changed consumer electronics industry standards irrevocably. Dispensing with a physical keyboard has

given software an increased importance over hardware in product design, said Mark Rolston, senior vice president at Frog Design, an industrial design consulting firm.

A result, he said, has been a richer conversation between Frog's designers and customers because the software presents a much wider range of options for features. "This is great for us because the carriers weren't listening," Mr. Rolston said. "They were slightly adjusting the soft-keys."

Overnight that has changed and that has resulted in significant new business for design companies like Frog. "We're being engaged by many more customers with more aggressive ideas about what to do," he said.

Mr. Rolston believes that Mr. Jobs will get away with his gamble. "They took a risk and it's a bold step for the industry," he said. "This is a worthwhile risk."

Indeed, the handful of users outside Apple who have been able to play with the hand-held device report that the quirky company has made an important step forward in the art of controlling computer systems. It may teach a new generation of technology users to use their fingers rather than a mouse -- a four-decade-old technology -- as a pointing and command device.

Apple's multitouch technology -- which permits control gestures with one or more fingers or thumbs -- and which is now also being explored by a variety of other companies, including Microsoft, Hewlett-Packard and others, is a much more direct way to interact with a computer. Software designers have injected virtual "physics" into the user's experience. For example, sliding a finger along the screen in a directory will cause the index to slide as if it were a piece of paper on a flat surface.

Yet that might not be Mr. Jobs's significant design advance in the iPhone, a fact that has been lost in the focus on the phone's user interface features.

Moreover, Mr. Jobs's new phone may resonate with a new kind of mobile user, said Donald A. Norman, a product designer who is co-director of the Segal Design Institute at Northwestern University in Evanston, Ill.

"Apple says, 'We're not selling to the person who lives on his BlackBerry, we're selling to the person who listens to music and surfs the Web,'" he said.

And even Mr. Jobs's competitors are rooting for him to win.


"When I first saw iPhone I was very excited," said Benjamin Bederson, co-founder and vice president for client technologies at ZenZui, a Seattle-based mobile phone software company, which is commercializing technologies that were developed at Microsoft's research labs. "It will raise the expectations. I think that consumers have had the central assumption that cellphone experiences are terrible and there's nothing you can do about it."

URL: <http://www.nytimes.com>

GRAPHIC: Chart: "Compare the iPhone" Many smartphones, whether designed for teenagers or businesspeople, have similar features to the iPhone, but Apple's device will differentiate itself by substituting a touchscreen for a keyboard. iPhone SIZE (HXWXD): 4.5 x 2.4 x 0.46 inches SCREEN: 3.5 inches KEYBOARD: Touchscreen keyboard with predictive text input PHONE TALK TIME: Up to 5 hours CAMERA: 2 megapixel MUSIC PLAYER: Yes - battery lasts up to 16 hours per charge VIDEO PLAYER: Yes - battery lasts up to 5 hours per charge ON-BOARD MEMORY: 4GB or 8GB and no expandable memory slot WIRELESS: Wi-Fi, Edge, Bluetooth PRICE: \$499 for a 4GB

\$599 for a 8GB from AT&T Danger Sidekick 3 SIZE (HXWXD): 5.1 x 2.3 x 0.9 inches
SCREEN: 2.75 inches KEYBOARD: QWERTY keypad PHONE TALK TIME: Up to 4.5 hours
CAMERA: 1.3 megapixel MUSIC PLAYER: Yes VIDEO PLAYER: Yes ON-BOARD MEMORY: 64MB
flash memory and a 64MB mini-SD card included WIRELESS: Edge, Bluetooth PRICE:
\$199.99 from T-Mobile Samsung Upstage SIZE (HXWXD): 4.0 x 1.7 x 0.37 inches SCREEN:
1.4 inches - phone side
2.1 inches - music side KEYBOARD: 12-button keypad with predictive text input PHONE TALK
TIME: Up to 2.5 hours CAMERA: 1.3 megapixel MUSIC PLAYER: Yes VIDEO PLAYER: Yes ON-
BOARD MEMORY: 70MB internal shared memory and a 64MB microSD card included
WIRELESS: Bluetooth PRICE: \$99.99 from Sprint BlackBerry Curve 8300 SIZE (HXWXD): 4.2
x 2.4 x 0.6 inches SCREEN: 2.5 inches KEYBOARD: QWERTY keypad PHONE TALK TIME: Up
to 4 hours CAMERA: 2.0 megapixel MUSIC PLAYER: Yes VIDEO PLAYER: Yes ON-BOARD
MEMORY: 64MB flash memory and a microSD expandable memory slot WIRELESS:
Bluetooth, Edge PRICE: \$199.99 from AT&T Palm Treo 750 SIZE (HXWXD): 4.44 x 2.3 x 0.8
inches SCREEN: 2.5 inches KEYBOARD: QWERTY keypad PHONE TALK TIME: Up to 4 hours
CAMERA: 1.3 megapixel MUSIC PLAYER: Yes VIDEO PLAYER: Yes ON-BOARD MEMORY:
128MB flash memory and a mini-SD expandable memory slot WIRELESS: UMTS, Edge,
Bluetooth PRICE: \$199.99 from AT&T (Source by the companies)(pg. C5)

LOAD-DATE: June 13, 2007

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The Mossberg Solution: Testing Out the iPhone --- We Spend Two Weeks Using Apple's Much-Anticipated Device To See if It Lives Up to the Hype; In Search of the Comma Key The Wall Street Journal June 27, 2007 Wednesday

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THE WALL STREET JOURNAL
The **Wall Street Journal**

June 27, 2007 Wednesday

SECTION: Pg. D1

LENGTH: 2384 words

HEADLINE: The Mossberg Solution: Testing Out the iPhone --- We Spend Two Weeks Using Apple's Much-Anticipated Device To See if It Lives Up to the Hype; In Search of the Comma Key

BYLINE: By Walter S. Mossberg and Katherine Boehret

BODY:

One of the most important trends in personal technology over the past few years has been the evolution of the humble cellphone into a true handheld computer, a device able to replicate many of the key functions of a laptop. But most of these "smart phones" have had lousy software, confusing user interfaces and clumsy music, video and photo playback. And their designers have struggled to balance screen size, keyboard usability and battery life.

Now, **Apple Inc.**, whose digital products are hailed for their design and innovation, is jumping into this smart-phone market with the iPhone, which goes on sale in a few days after months of the most frenzied hype and speculation we have ever seen for a single technology product. Even though the phone's minimum price is a hefty \$499, people are already lining up outside **Apple** stores to be among the first to snag one when they go on sale Friday evening.

We have been testing the iPhone for two weeks, in multiple usage scenarios, in cities across

-- Hardware: The iPhone is simply beautiful. It is thinner than the skinny Samsung BlackJack, yet almost its entire surface is covered by a huge, vivid 3.5-inch display. There's no physical keyboard, just a single button that takes you to the home screen. The phone is about as long as the Treo 700, the BlackBerry 8800 or the BlackJack, but it's slightly wider than the BlackJack or Treo, and heavier than the BlackBerry and BlackJack.

The display is made of a sturdy glass, not plastic, and while it did pick up smudges, it didn't acquire a single scratch, even though it was tossed into Walt's pocket or briefcase, or Katie's purse, without any protective case or holster. No scratches appeared on the rest of the body either.

There are only three buttons along the edges. On the top, there's one that puts the phone to sleep and wakes it up. And, on the left edge, there's a volume control and a mute switch.

One downside: Some accessories for iPods may not work properly on the iPhone. The headphone jack, which supports both stereo music and phone calls, is deeply recessed, so you may need an adapter for existing headphones. And, while the iPhone uses the standard iPod port on the bottom edge, it doesn't recognize all car adapters for playing music, only for charging. **Apple** is considering a software update to fix this.

-- Touch-screen interface: To go through long lists of emails, contacts, or songs, you just "flick" with your finger. To select items, you tap. To enlarge photos, you "pinch" them by placing two fingers on their corners and dragging them in or out. To zoom in on portions of Web pages, you double-tap with your fingers. You cannot use a stylus for any of this. In the Web browser and photo program, if you turn the phone from a vertical to a horizontal position, the image on the screen turns as well and resizes itself to fit.

In general, we found this interface, called "**multi-touch**," to be effective, practical and fun. But there's no overall search on the iPhone (except Web searching), and no quick way to move to the top or bottom of pages (except in the Web browser). The only aid is an alphabetical scale on the right in tiny type.

There's also no way to cut, copy, or paste text.

And the lack of dedicated hardware buttons for functions like phone, email and contacts means extra taps are needed to start using features. Also, if you are playing music while doing something else, the lack of hardware playback buttons forces you to return to the iPod program to stop the music or change a song.

-- Keyboard: The virtual keys are large and get larger as you touch them. Software tries to guess what you're typing, and fix errors. Overall, it works. But the error-correction system didn't seem as clever as the one on the BlackBerry, and you have to switch to a different keyboard view to insert a period or comma, which is annoying.

-- Web browsing: The iPhone is the first smart phone we've tested with a real, computer-grade Web browser, a version of **Apple's** Safari. It displays entire Web pages, in their real layouts, and allows you to zoom in quickly by either tapping or pinching with your finger. Multiple pages can be open at the same time, and you can conduct Google or Yahoo searches from a built-in search box.

-- Email: The iPhone can connect with most popular consumer email services, including Yahoo, Gmail, AOL, EarthLink and others. It can also handle corporate email using Microsoft's Exchange system, if your IT department cooperates by enabling a setting on the server.

BlackBerry email services can't be used on an iPhone, but Yahoo Mail supplies free BlackBerry-style "push" email to iPhone users. In our test, this worked fine.

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Apple unveils all-in-one iPhone; Combines Net, music, phone USA TODAY January 10, 2007 Wednesday

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USA TODAY

January 10, 2007 Wednesday
FINAL EDITION

SECTION: MONEY; Pg. 1B

LENGTH: 552 words

HEADLINE: Apple unveils all-in-one iPhone;
Combines Net, music, phone

BYLINE: Jon Swartz

BODY:

SAN FRANCISCO -- **Apple** on Tuesday introduced iPhone, a new cellphone version of its iPod portable music player that its iconoclastic CEO Steve Jobs called among the company's most important products ever.

"**Apple** is clearly redefining the phone," Jobs said in an interview after unveiling the iPhone at the sprawling Macworld conference here. "People will not look at smart phones the same way again."

The handheld device, priced at \$499 and \$599, packs the features of an iPod, cellphone and Internet service onto a 3.5-inch screen. New technology, **called Multi-Touch**, lets consumers use their fingers to make calls, play content and troll the Web. The iPhone won't be available until June.

"This is a revolutionary product that has the chance to really impact people's lives," said Jobs, comparing the iPhone to the original Macintosh and iPod. "This is the ultimate digital device."

Jobs demonstrated how iPhone users will be able to make calls while viewing content on the Web and exchanging e-mail -- at the same time.

Underscoring the sweep of the event, **Apple** announced an exclusive deal with Cingular.

Apple also said it is dropping "Computer" from its name.

Apple expects the all-in-one device -- which houses **Apple's** OS X operating system and Google Maps, among several features -- to make an immediate impact in the burgeoning market for cellphones worldwide. Jobs predicted **Apple** will sell about 10 million iPhones, or about 1% of the worldwide market, by 2008.

The iPhone has been in development for 21/2 years, and the subject of speculation for months. While tech analysts expect the iPhone to make an immediate splash with iPod devotees, there are concerns its steep price and five hours of battery life may scare off others. "Initially, I'm sure there are people who want one regardless of the price," says Charles Golvin, principal analyst at Forrester Research. "Still, 10 million is an ambitious goal."

The iPhone could get more people to buy iPods, tech analysts say. Jobs says **Apple** expects to ship its 100 millionth iPod this year.

The iPhone dominated most of Jobs' two-hour speech, a combination pep rally and product introduction. Earlier, Jobs unveiled **Apple TV**, hardware that plays video, music and photos on televisions. It is \$299, and ships in February.

Apple shares rose 8% to close at a record \$92.57 Tuesday.

The product blitz comes amid a stock-option scandal, and the role Jobs played. Last month, **Apple** said an internal investigation found no misconduct by current management and said it has "complete confidence" in Jobs.

Apple's iPhone: What does it do?

Phone

Sleek touch-screen eliminates cumbersome buttons; "visual" voice mail lets you choose which message to listen to; simple conference calling.

iPod

Full iPod functionality -- music, video, photos; scroll album art with Cover Flow.

Camera

Photo library syncs with Mac or PC.

Web access

View full Web pages or zoom in; free "push" e-mail from Yahoo.

For techies

Size: 4.5 by 2.4 by 0.46 inches

Weight: 4.8 ounces

Camera phone: 2 megapixels

iPod: 3.5-inch wide screen with touch controls

Internet: HTML e-mail and Safari Web browser with built-in Google and Yahoo search

Wireless: Wi-Fi (802.11b/g) + Edge + Bluetooth 2.0

Battery: Up to 5 hours, talk/video/browsing; up to 16 hours, audio playback


Cost & storage

\$499: 4 gigabytes

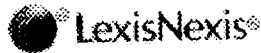
\$599: 8 gigabytes

GRAPHIC: EAR PHOTO, Color, **Apple** via AP
PHOTO, Color

LOAD-DATE: January 11, 2007

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A few nibbles at Apple's iPhone The Seattle Times June 28, 2007 Thursday

Copyright 2007 The **Seattle** Times Company
The **Seattle** Times

June 28, 2007 Thursday
Fourth Edition

SECTION: ROP ZONE; Business; Pg. E4

LENGTH: 691 words

HEADLINE: A few nibbles at **Apple's** iPhone

BYLINE: Brier Dudley, Seattle Times technology columnist

BODY:

Excerpts from the blog

In the first reviews out of the gate, the iPhone received somewhat mixed reviews from the two highest-profile **Apple** fans in the country.

Walt Mossberg, the Wall Street Journal's influential columnist and avowed **Apple** fan, called the iPhone a "breakthrough handheld computer," but said its typing feature doesn't work as well as a BlackBerry.

New York Times reviewer and Mac enthusiast David Pogue said it's great, but also flawed: "As it turns out, much of the hype and some of the criticisms are justified.

"The iPhone is revolutionary; it's flawed. It's substance; it's style. It does things no phone has ever done before; it lacks features found even on the most basic phones."

Pogue gushed about the screen and the device in general, but his comment about the phone's functionality really stood out: "Making a call, though, can take as many as six steps: wake the phone, unlock its buttons, summon the Home screen, open the Phone program, view the Recent Calls or speed-dial list, and select a name. Call quality is only average, and depends on the strength of your AT&T signal."

It looks and feels great, Mossberg said, but he was critical of the "pokey" AT&T EDGE network. The phone also has built-in W-iFi, Mossberg and co-reviewer Katherine Boehret wrote, "But this Wi-Fi capability doesn't fully make up for the lack of a fast cellular-data

capability, because it is impractical to keep joining and dropping short-range Wi-Fi networks while taking a long walk, or riding in a cab through a city."

The device is "simply beautiful," and Walt overcame his skepticism about the touch screen, though it's not perfect:

"In general, we found this interface, called **`multi-touch,'** to be effective, practical and fun," he said. "But there's no overall search on the iPhone (except Web searching), and no quick way to move to the top or bottom of pages (except in the Web browser). The only aid is an alphabetical scale on the right in tiny type. There's also no way to cut, copy, or paste text.

"And the lack of dedicated hardware buttons for functions like phone, e-mail and contacts means extra taps are needed to start using features. Also, if you are playing music while doing something else, the lack of hardware-playback buttons forces you to return to the iPod program to stop the music or change a song.

"Keyboard: The virtual keys are large and get larger as you touch them. Software tries to guess what you're typing, and fix errors. Overall, it works. But the error-correction system didn't seem as clever as the one on the BlackBerry, and you have to switch to a different keyboard view to insert a period or comma, which is annoying."

Most interesting to me is how Walt's review focused on the device primarily as a pocket computer.

Also, the concerns about call quality and the touchscreen typing will probably raise enough concern among corporate IT execs that they'll wait before authorizing too many iPhone purchases at their companies.

Although the reviews are generally positive, the niggling concerns of Mossberg and Pogue could also make a lot of consumers think twice before making the big investment that an iPhone requires.

Seven is heaven

It's Mike Slade's lucky day.

I'm not talking about last Thursday's sale of Rivals.com, an online sports service that the Seattle venture capitalist advised before it crashed in the downturn.

No, I'm talking about July 7, 2007, the date that has numerologists and the superstitious in a tizzy.

There's a rush of nuptials planned that day since it's supposed to be lucky for everyone but those trying to find an available hotel room or party venue.

But Slade beat the rush and rented the Showbox concert hall for 7-7-07, which happens to be his 50th birthday.

Double that seven

Rustic Canyon partner Jon Staenberg also will be celebrating his birthday on July 7.

It sounds like Staenberg will be celebrating his 47th somewhere in the 707 area code the California wine country that includes Napa Valley while Mike Slade rocks out at the Showbox.

This material has been edited for print publication.

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☐ Jonathan Takiff | *Apple iPhone about to debut: Should you bite?* *The Philadelphia Daily News*
June 27, 2007 Wednesday

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The Philadelphia Daily News

June 27, 2007 Wednesday
4STAR Edition

SECTION: FEATURES; Jonathan Takiff; Pg. 46

LENGTH: 1120 words

HEADLINE: Jonathan Takiff | Apple iPhone about to debut: Should you bite?

BODY:

THE GIZMO: Never before has a consumer-electronics product been as hyped, analyzed and anticipated as the Apple iPhone - the first combination iPod, mobile phone and Internet communications device rolled into one sleek and tidy package.

When the product goes on sale at AT&T and Apple stores this Friday at 6 p.m., hordes of Apple fanboys (and girls) will surely be lined up to buy them. But should you be emptying your bank account and switching carriers to acquire one? Let's investigate.

NOBODY'S EVER DONE THIS BEFORE: The most obvious visual and functional difference between the iPhone and other multimedia communications/entertainment products is the lack of a conventional keyboard.

Most operations are carried out on a touch-sensitive 3.5-inch color screen that covers almost the entire face of the device. The display is graphically transformed to the task at hand - be it skimming your finger down a list of phone callers who've left messages, checking the weather forecast, or viewing a streamed YouTube video (more than 10,000 will be available for perusal, at launch.)

The most impressive feature of the iPhone is its uncommon inclusion of high speed Wi-Fi Internet connectivity, in addition to phone and Internet access via AT&T's Edge network. This combination (and Bluetooth, too) will allow the device to "multi-task" in Wi-Fi hot spots like no other smart phone ever has, said Richard Doherty of the Envisioneering Group, tech analysts with long and deep connections to Apple.

"Say you're in a strange town and decide you want to eat lobster. You can do a Google or Yahoo search on the iPhone that finds the closest restaurant that features it and brings up a map to plot the location, then have the phone automatically call the place to make a reservation, all in just a second or two with just a couple of screen taps."

BUT NOBODY'S EVER DONE THIS BEFORE: Apple has had two years to fine-tune the OS-X-based operating system and Safari browser to run the iPhone show. But we hear that the firmware is still being tweaked on a daily basis.

So, will programs clash and crash when, say, you're listening to a tune and get a sudden urge to snap a picture with the built-in two-megapixel camera, and then try to e-mail the captured image to a friend while a phone call is coming in?

Also, will the Apple product survive repeated drops, as almost all mobile phones endure? Or will it be more, ahem, sensitive, as some iPods have proven to be. (At least there's no delicate disk drive in the iPhone. Music, video, etc., all get stored on solid-state flash memory.)

Just a couple weeks ago, Apple announced it was making a last-minute switch from a plastic to a more scratch-resistant, tempered-glass face plate. Also fresh out of the gate is **Apple's Multi-Touch technology**, which lets users perform cute tricks such as swiping across the screen to turn on the device, or "pinching" fingers together or apart to zoom in on a portion of a photo or Web page. Multi-Touch also is wise enough to sense (and shut off) the screen when you lift the phone to your face.

The relatively large display accommodates four-finger typing, said Doherty, better than the typical two-thumb tedium of other smart phones. But how easy will it be to enter text on that flat-glass surface? When you tap a letter or number, the character will momentarily enlarge to show it's been entered. And the built-in spell checker/word predictor will fix errors and finish words for you, Apple promises.

But without any tactile sensation to these keys, you won't be able to "feel" your way across the keyboard. Just skipping through iTunes-loaded music tracks will require a glance at the screen - until Apple or some third party comes up with a plug-in remote control.

WHO'S GONNA BUY THIS?: Out of the gate, the iPhone won't be compatible with Blackberry, Windows Media or Palm-based corporate e-mail services. And the resident IT guys that deploy those devices are discouraging employees from attempting technical "work-arounds." Their fear is that the iPhones will pick up viruses and corrupt a company's computer system.

SERVING A DIFFERENT MARKET: Apple chief Steve Jobs sees the iPhone as more of a hip, "everyman" product, anyway - a multimedia pleasure chest for the same cool, multitasking set that's been clamoring for the iPod since 2001. Jobs predicts he'll move 10 million iPhones in its first year.

But the price of the iPhone - \$499 for the model with 4GB of flash memory, \$599 for the 8GB version - puts it in the same lofty territory as Sony's high-tech, multimedia PlayStation 3 game system, which enjoyed a brief spurt of passionate buying among early adopters, but has not really hit home with the youthful masses in the way that, say, the \$250 Nintendo Wii has. Surely Verizon, Sprint and T-Mobile are making the same mental analogy, as they plan their next competitive offerings.

Also, you better believe that AT&T - Apple's exclusive (for five years) iPhone marketing and service partner - is going to demand a significant chunk of change (say, \$60 or \$70 every month) to make this communicator run through all its tricks. I wouldn't even be surprised if it hit users with a monthly fee just to unlock the phone's access to "free" Wi-Fi services. (AT&T

has yet to announce its pricing structure.)


APPLE INSIDER: A tech-industry exec who used to work at Apple reminded me that, "It's conventional wisdom you should never buy a first-generation Apple product." He also said that "the second- and third-generation iPhones are already being prepped for release, respectively, just before Thanksgiving and then at MacWorld in January."

Richard Doherty speculates that Apple could quickly cut the cost of an iPhone to \$350 by "eliminating the Wi-Fi." He suggests that models in the near future will feature larger, four-inch screens and AT&T's current, sluggish, 2.5G (generation) transmission technology will be upgraded to a more-robust 3G standard. He also notes that Apple has a history of rapidly increasing a device's memory. "With the iPod it's been 50 percent a year."

Given that a single feature-length film download from iTunes occupies about 1 GB of memory, a movie buff's first-gen iPhone could get clogged fast. One way around that - not yet announced but likely coming - would be for Apple to offer a variation of its .mac head-end data locker service. "You could keep 10 gigs worth of music stored in their server, and then tell the system to download, say, a specific 2 gigs' worth for the weekend - different music than you'd like to hear during the week," said Doherty. "Apple has lots of cute tricks up its sleeve like that one, that's going to make this product very desirable and hard for competitors to match." *

GRAPHIC: Photograph by: Feed Loader

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Apple Reveals iPhone & Apple TV at 2007 Macworld SF LAist January 9, 2007 Tuesday 1:05 PM EST

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January 9, 2007 Tuesday 1:05 PM EST

LENGTH: 482 words

HEADLINE: Apple Reveals iPhone & Apple TV at 2007 Macworld SF

BYLINE: la_elina

BODY:

Jan. 9, 2007 ([LAist](#) delivered by Newstex) --

At this morning's keynote address for the 2007 Macworld Conference and Expo held in San Francisco, [Apple](#) CEO Steve Jobs introduced two hotly anticipated new products: [Apple TV](#), which will allow users to watch content from their computers on a television, and the new [iPhone](#), which integrates a cell phone, an Internet communications device and a widescreen iPod into a single device.

This news comes on the heels of yesterday's announcement that [Google](#) and [Samsung](#) have partnered to bring Google products and services including Google search, Google Maps and Gmail to Samsung mobile phones. Samsung has already launched the Ultra Edition 13.8 (SGH-Z720), its first mobile handset installed with the Google apps. Now back to Apple;

Jobs also announced that "Apple Computer" is no more and from this day forward, the company will officially be known as [Apple Inc.](#)

iPhone

"It's a video iPod and a regular iPod, plus a phone. And it's widescreen when you hold it in landscape mode, on its side," says Steve Jobs.


- Will ship in June
- Cost: 4GB model = \$499, 8GB model = \$599
- Cingular will be the exclusive U.S. partner
- Runs on Mac OS X

- New user interface that eliminates the need for a stylus and does away with the buttons that are on the front of most cell phones. Instead, users navigate the iPhone via the touchscreen thanks to **Apple's Multitouch** technology. Except for the home button, all the buttons are on the touchscreen.
- Screen resolution: 160 pixels-per-inch
- Contains a 2 Megapixel camera
- Contains either 4 GB or 8 GB hard drive
- Syncs with the content on a computer -- music, photos, movies, calendar, address book -- the same way an iPod does
- Measures 3.5 inches and is 11/16 of an inch thin
- Side controls: ringer on/off, volume, headphone jacks, sleep button, speaker
- Compatible with iPod dock connector
- Memory stored on SIM cards.
- Plays music and TV shows
- Senses when the phone is placed by a user's ear and dims the display
- Senses what position it's being held in and the display automatically switches between landscape and portrait mode
- Ambient light sensor dims the screen to save battery power
- Landscape mode displays Cover Flow in full screen
- Quad-band GSM/EDGE phone
- Enabled with Wi-Fi and Bluetooth 2.0
- Uses visual voicemail, which allows users to skip messages to get to the one they want
- Allows three-way calling
- Offers full support for Yahoo (NASDAQ:YHOO) Mail, Microsoft (NASDAQ:MSFT) Exchange, Gmail and AOL Mail
- Compatible with Mac Widgets
- Supports full HTML web browsing using Safari web browser
- 5 hours of battery life; 16 hours just for audio

*NOTE: The "iPhone" trademark is currently owned by Cisco systems (NASDAQ:CSCO), but CNET is reporting that the company expects to finalize an agreement later today that will allow Apple to legally use the iPhone name.

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Your fingers do the talking -- softly -- on the iPhone The Lexington Herald Leader (Kentucky)
June 25, 2007 Monday

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The Lexington Herald Leader (Kentucky)

June 25, 2007 Monday

SECTION: BUSINESS MONDAY; Pg. C10

LENGTH: 823 words

HEADLINE: Your fingers do the talking -- softly -- on the iPhone

BYLINE: BY MAY WONG

BODY:

Associated Press

Get your fingers ready.

Apple Inc.'s iPhone is leading a new wave of gadgets using touch-sensitive screens that react to taps, swishes or flicks of a finger. The improvements promise to be slicker and more intuitive than the finger presses and stylus-pointing required by many of today's devices.

Apple has already been showing off its finger ballet in video ads ahead of the smart phone's hotly anticipated launch Friday. Glide a finger across the screen to activate the device and main menu. Slide your digit up or down to scroll through contacts. Flick to flip through photos. Tap to zoom in on a Web site.

With Apple's marketing machinery, the iPhone is poised to become the poster child for the new breed of touch-screen technology, which relies on changes in electrical currents instead of pressure points.

But the iPhone will have its fair share of rivals. Shipments of this advanced strain of touch screens are projected to jump from fewer than 200,000 units in 2006 to more than 21 million

units by 2012, with the bulk of the components going to mobile phones, according to a forecast by iSuppli Corp., a market research company.

"This new user interface will be like a tsunami, hitting an entire spectrum of devices," predicted Francis Lee, the chief executive of Synaptics Inc., a maker of touch sensors.

Synaptics' latest technology is in a growing number of cell phones, including LG Electronics Co.'s LG Prada touch-screen phone that launched this year in Europe and South Korea and handles gesture recognition similarly to the iPhone.

Apple does not comment about its component suppliers, and Lee declined to comment on whether Synaptics is working with Apple on the iPhone.

Last fall, Nokia Corp.'s research and development unit unveiled online images of a prototype all-touch-screen cell phone called the Aeon, but the company hasn't disclosed any details of its features or market availability.

Even before the iPhone hype kicked into high gear, touch screens in general were becoming more popular in cell phones. About 38 million handsets, or about 4 percent of all mobile phones shipped in 2006, had touch-screen features -- a figure that will grow to 90 million units by 2012, iSuppli projected.

But most touch-screen phones that shipped last year, including Palm Inc.'s Treo and Motorola Inc.'s ROKR E6, used "resistive touch" technology -- the most common technology, said Jennifer Colegrove, a senior analyst of display technologies at iSuppli. It has two layers of glass or plastic and calculates the location of touch when pressure is applied with either a stylus or a finger.

A more advanced type of touch screen, featured on the iPhone and LG Prada, uses "projected capacitive" technology. A mesh of metal wires between two layers of glass registers a touch when the electrical field is broken. That's why light finger brushes will do the trick. But capacitive sensors don't even need actual physical contact: such touch screens already detect the proximity of a finger from 2 millimeters away, Colegrove said.

The feather-like gestures that are possible with capacitive touch screens could feel more intuitive than the pokes needed on resistive touch screens that typically require a stylus or a fingernail to navigate. Capacitive touch screens are also generally brighter because their surface isn't covered with a thin film that's needed on resistive displays, Colegrove said.

However, users of capacitive touch screens will have to learn to adapt to new methods of input, which could vary depending on how the gadget's software is designed.


With High Tech Computer Corp.'s new HTC Touch smart phone, users swipe a finger to scroll. A second swipe speeds up the scrolling. "This generation of touch screens is definitely breathing new life into the experience," said Todd Achilles, vice president of HTC American. "They're more accurate, more responsive, and you can get what you want to do on the first click."

Immersion Corp., a maker of tactile-feedback technology found in game controllers and other devices, added a vibration feature to go with the LG Prada touch screen and expects 10 more cell phones with advanced touch-screen technology to be introduced by other handset makers later this year. The feature gives a slight vibration sensation when the touch screen's virtual keyboard is tapped. It's similar to the response users are accustomed to getting from mechanical keyboards.

But the iPhone is the only cell phone that can handle more than one finger at once, analysts

say. That technology, which **Apple has patented**, allows users to resize a window, for instance, by pinching or expanding two fingers on the display. "**Multi-touch**" technology is not new but has only recently begun to emerge beyond research labs and product prototypes. Colegrove said the iPhone will be the first product that puts the **multi-touch** feature in a mainstream consumer's hands -- at a retail price of \$500 to \$600.

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Jobs unveils iPhone, Apple TV at Macworld

By Kevin McLaughlin
EETimes Supply Network

01/10/2007 8:10 AM EST

URL: <http://www.eetimesupplynetwork.com/196802524>

Apple CEO Steve Jobs on Tuesday took the wraps off the company's long-rumored iPhone, a device that marries iPod and mobile phone functionality and runs Mac OS X applications, and Apple TV, which allows video content from computers to be played on televisions.

In a keynote speech Tuesday at Macworld in San Francisco, Jobs showed off the sleek, 11.6mm-thick device, which includes a single button and a 3.5-inch screen. The iPhone's key feature is a user interface technology called Multi-Touch that lets users navigate device functions using their fingertips.

Apple plans to build on the Multi-Touch interface with new software that goes far beyond traditional smart-phone functionality, Jobs noted. "Today, we're going to show you a software breakthrough, software that's five years ahead of what's on any other phone," he said.

The iPhone also features quad-band GSM and EDGE phone functionality with support for Wi-Fi and Bluetooth, as well as a 2 megapixel camera and screen resolution of 160 pixels per inch. Using Apple software, users will be able to synchronize digital content and display it on the device.

Cingular will be the sole carrier for the iPhone, which will be available in June and comes in a 4-Gbyte model for \$499 and an 8-Gbyte model for \$599, including a two-year Cingular contract, Jobs said.

The iPhone will allow Apple to create desktop-class applications and networking, as opposed to "the crippled stuff" found on most smart phones, Jobs said.

At the heart of the innovation will be Multi-Touch, which will allow users to tap their way through navigation menus and play music, watch movies, view photos and browse the Internet using Safari, he said.

"We're bringing breakthrough software to a mobile device for the first time," Jobs said.

Jobs cited the user interface work of Alan Kay, formerly of Xerox's Palo Alto Research Center (PARC) and current president of educational technology think-tank Viewpoints Research Institute, as the inspiration behind the iPhone.

With the product, Apple may be headed toward a trademark dispute with Cisco Systems, whose Linksys

division recent launched a series of VoIP products under the name iPhone.

Jobs also announced Apple TV, a \$299 box that features a 40-Gbyte hard drive and 720p high-definition video that will allow users to wirelessly transmit digital video, music and photos from their computers to TVs. Apple TV supports 802.11b/g/n, includes an Intel processor and allows users to stream content from up to five computers.



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iPhone from Apple Goes on Sale Finance Wire July 2, 2007 Monday

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Finance Wire

July 2, 2007 Monday

ACC-NO: 66533

LENGTH: 10915 words

HEADLINE: iPhone from Apple Goes on Sale

BODY:

CHARLIE ROSE, HOST: The iPhone from Apple went on sale this evening. We'll talk about it with Walt Mossberg of "The Wall Street Journal", Steven Levy of "Newsweek", and John Heilemann of "New York Magazine".

We conclude this evening by looking at other stories that happened this week. Joining me, Nina Totenberg of NPR, Martha Raddatz of ABC News, Jane Arraf of IraqSlogger and NBC, and finally, Eric Pooley, who wrote the cover story for "Time" magazine this week.

The iPhone, and "Sunday on Friday" coming up.

(COMMERCIAL BREAK)

CHARLIE ROSE: This is the day that the much awaited iPhone becomes available for consumers. It has been described as revolutionary and the next step in digital convergence. Here to tell us all about the iPhone is Walter Mossberg from "The Wall Street Journal". He is widely regarded as industry's preeminent reviewer. We are all curious to hear what he has to say about this new device, but I want to begin by saying thank you for coming on this day.

WALTER MOSSBERG "THE WALL STREET JOURNAL": Well, thank you for having me.

CHARLIE ROSE: And tell me have you, in your own recollection, seen so much hype and so much anticipation for a product?

WALTER MOSSBERG: Never. Charlie, I've been reviewing high-tech products now for almost 16 years. It's an industry that loves to hype itself.

CHARLIE ROSE: Yes, exactly.

WALTER MOSSBERG: . so we always have a lot of P.R. and marketing. I`ve just never seen anything that comes close to this for one single product, ever. It`s unbelievable to me.

CHARLIE ROSE: And why is it?

WALTER MOSSBERG: Well, I think part of it is Apple has tremendous cache. They`re on a roll, and you and I have talked about that before on some other appearances. They`re known for doing things in a way that people like. They`ve sold over 100 million iPods. Even the Macintosh, you know, which languished for years, now is rocketing upward in sales.

But part of it is, people don`t like their cell phones, particularly these smart phones that claim to do all these functions, you know. Look on the box, or on the ad, there`s a long list of functions. You can`t find them. You can pretty much maybe make a phone call, take a picture, send a text message. But it`s very difficult - even -- I don`t care how old you are, it`s difficult to find all the functions. So, people are hungry for a phone that would be beautifully designed and let them get to all these functions.

CHARLIE ROSE: All right, show me this baby.

WALTER MOSSBERG: Well, this is it.

CHARLIE ROSE: You`ve had it testing for two weeks?

WALTER MOSSBERG: I`ve had it for about two and a half weeks.

CHARLIE ROSE: Right.

WALTER MOSSBERG: There were four reviewers they gave it to. And I`ll just show you.

CHARLIE ROSE: There`s a camera right here.

WALTER MOSSBERG: . and the key thing about this to remember is it has an entirely new user interface called **Multitouch**.

CHARLIE ROSE: Right.

WALTER MOSSBERG: And Apple is not the only company working on it, but they`re the first one to bring it to market, and you do everything with your fingers, and it intelligently understands what it is you`re doing. So, this is the only button on the front of it. There`s no keyboard.

CHARLIE ROSE: Right.

WALTER MOSSBERG: This whole thing is a screen, practically. You do this, and you slide this over, and it unlocks.

CHARLIE ROSE: Yes.

WALTER MOSSBERG: Did you hear that little click?

CHARLIE ROSE: I did.

Look at that. I assume you can see that. It`s just extraordinary.

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Apple iPhone: Don't bite ... yet Chattanooga Times Free Press (Tennessee) July 10, 2007 Tuesday

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Chattanooga Times Free Press (Tennessee)

July 10, 2007 Tuesday

SECTION: WIRE - LIFESTYLE; Pg. e1

LENGTH: 1064 words

HEADLINE: Apple iPhone: Don't bite ... yet

BYLINE: Jonathan Takiff, Philadelphia Daily News

BODY:

Never before has a consumer-electronics product been as hyped, analyzed and anticipated as the Apple iPhone -- the first combination iPod, mobile phone and Internet communications device rolled into one sleek and tidy package.

Should you be emptying your bank account and switching carriers to acquire one? Let's investigate.

NOBODY'S EVER DONE THIS BEFORE

The most obvious visual and functional difference between the iPhone and other multimedia communications/entertainment products is the lack of a conventional keyboard.

Most operations are carried out on a touch-sensitive 3.5-inch color screen that covers almost the entire face of the device. The display is graphically transformed to the task at hand -- be it skimming your finger down a list of phone callers who've left messages, checking the weather forecast or viewing a streamed YouTube video (more than 10,000 will be available for perusal).

The most impressive feature of the iPhone is its uncommon inclusion of high speed Wi-Fi Internet connectivity, in addition to phone and Internet access via AT&T's Edge network. This combination (and Bluetooth, too) will allow the device to multitask in Wi-Fi hot spots like no other smart phone ever has, said Richard Doherty of the Envisioneering Group, tech analysts with long and deep connections to Apple.

"Say you're in a strange town and decide you want to eat lobster. You can do a Google or Yahoo search on the iPhone that finds the closest restaurant that features it and brings up a map to plot the location, then have the phone automatically call the place to make a reservation, all in just a second or two with just a couple of screen taps."

QUESTIONS, QUESTIONS, QUESTIONS

Apple has had two years to fine-tune the OS-X-based operating system and Safari browser to run the iPhone show. But we hear that the firmware is still being tweaked on a daily basis.

So will programs clash and crash when, say, you're listening to a tune and get a sudden urge to snap a picture with the built-in 2-megapixel camera and then try to e-mail the captured image to a friend while a phone call is coming in?

Also, will the Apple product survive repeated drops, as almost all mobile phones endure? Or will it be more, ahem, sensitive, as some iPods have proven to be. (At least there's no delicate disk drive in the iPhone. Music, video and the like all get stored on solid-state flash memory.)

Just a couple of weeks before the iPhone's debut, Apple announced it was making a last-minute switch from a plastic to a more scratch-resistant, tempered-glass face plate. Also fresh out of the gate is **Apple's Multi-Touch technology**, which lets users perform cute tricks such as swiping across the screen to turn on the device or "pinching" fingers together or apart to zoom in on a portion of a photo or Web page. Multi-Touch also is wise enough to sense (and shut off) the screen when you lift the phone to your face.

The relatively large display accommodates four-finger typing, said Doherty, better than the typical two-thumb tedium of other smart phones. But how easy will it be to enter text on that flat-glass surface? When you tap a letter or number, the character will momentarily enlarge to show it's been entered. And the built-in spell checker/word predictor will fix errors and finish words for you, Apple promises.

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WHO'S GONNA BUY THIS?

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Apple chief Steve Jobs sees the iPhone as more of a hip, "everyman" product, anyway -- a multimedia pleasure chest for the same cool, multitasking set that's been clamoring for the iPod since 2001. Jobs predicts he'll move 10 million iPhones in its first year.

But the price of the iPhone -- \$499 for the model with 4GB of flash memory, \$599 for the 8GB version -- puts it in the same lofty territory as Sony's high-tech, multimedia PlayStation 3 game system, which enjoyed a brief spurt of passionate buying among early adopters but has not really hit home with the youthful masses in the way that, say, the \$250 Nintendo Wii has. Surely Verizon, Sprint and T-Mobile are making the same mental analogy, as they plan their next competitive offerings.

Also, you better believe that AT&T -- Apple's exclusive (for five years) iPhone marketing and

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APPLE INSIDER

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c. Philadelphia Daily News

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Apple iPhone expected to drive mobile phone industry toward fancier touch screens The Associated Press June 21, 2007 Thursday 11:35 PM GMT

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June 21, 2007 Thursday 11:35 PM GMT

SECTION: BUSINESS NEWS**LENGTH:** 1068 words**HEADLINE:** Apple iPhone expected to drive mobile phone industry toward fancier touch screens**BYLINE:** By MAY WONG, AP Technology Writer**DATELINE:** SANTA CLARA Calif.**BODY:**

Get your fingers ready.

Apple Inc.'s iPhone is leading a new wave of gadgets using touch-sensitive screens that react to taps, swishes or flicks of a finger. The improvements promise to be slicker and more intuitive than the rough stomp of finger presses and stylus-pointing required by many of today's devices.

Apple has already been showing off its finger ballet in video ads ahead of the smart phone's hotly anticipated launch on June 29.

Glide a finger across the screen to activate the device and main menu. Slide your digit up or down to scroll through contacts. Flick to flip through photos. Tap to zoom in on a Web site.

With Apple's marketing machinery, the iPhone is poised to become the poster child for the new breed of touch-screen technology, which relies on changes in electrical currents instead of pressure points.

But the iPhone will have its fair share of rivals.

Shipments of this advanced strain of touch screens are projected to jump from fewer than

200,000 units in 2006 to more than 21 million units by 2012, with the bulk of the components going to mobile phones, according to a forecast by iSuppli Corp., a market research company.

"This new user interface will be like a tsunami, hitting an entire spectrum of devices," predicted Francis Lee, the chief executive of Synaptics Inc., a maker of touch sensors.

Synaptics' latest technology is in a growing number of cell phones, including LG Electronics Co.'s LG Prada touch-screen phone that launched this year in Europe and South Korea and handles gesture-recognition similarly to the iPhone.

Apple does not comment about its component suppliers, and Lee declined to comment whether Synaptics is working with Apple on the iPhone.

Last fall, Nokia Corp.'s research and development unit unveiled online images of a prototype all-touch-screen cell phone called the Aeon, but the company hasn't disclosed any details of its features or market availability.

"Touch screens are going to be more common, period, because rivals will slap them on to compete with Apple," said Michael Gartenberg, an analyst at JupiterResearch.

Even before the iPhone hype kicked into high gear over the past few months, touch screens in general were becoming more popular in cell phones. About 38 million handsets, or about 4 percent of all mobile phones shipped in 2006, had touch-screen features a figure that will grow to 90 million units by 2012, iSuppli projected.

But most touch-screen phones that shipped last year, including Palm Inc.'s Treo and Motorola Inc.'s ROKR E6, used "resistive touch" technology the most common technology, said Jennifer Colegrove, a senior analyst of display technologies at iSuppli. It has two layers of glass or plastic and calculates the location of touch when pressure is applied with either a stylus or a finger.

A more advanced type of touch screen, featured on the iPhone and LG Prada, uses "projected capacitive" technology. A mesh of metal wires between two layers of glass registers a touch when the electrical field is broken.

That's why light finger brushes will do the trick. But capacitive sensors don't even need actual physical contact: such touch screens already detect the proximity of a finger from 2 millimeters away, Colegrove said.

Cell phone maker Pantech Co. Ltd., for instance, has a flip-phone in which Synaptics' capacitive sensors are below the keypad so users can do finger gestures atop the buttons to navigate the phone. The touch-sensitive navigation controls on the LG Chocolate cell phone also use capacitive technology.

The feather-like gestures that are possible with capacitive touch screens could feel more intuitive than the pokes needed on resistive touch screens that typically require a stylus or a fingernail to navigate. Capacitive touch screens are also generally brighter because their surface isn't covered with a thin film that's needed on resistive displays, Colegrove said.

However, users of capacitive touch screens will have to learn to adapt to new methods of input, which could vary depending on how the gadget's software is designed.

With High Tech Computer Corp.'s new HTC Touch smart phone, users swipe a finger to scroll. A second swipe speeds up the scrolling.

"We've been doing touch screens for a long time, but this generation of touch screens is definitely breathing new life into the experience," said Todd Achilles, vice president of HTC America. "They're more accurate, more responsive, and you can get what you want to do on the first click."

Immersion Corp., a maker of tactile-feedback technology found in game controllers and other devices, added a vibration feature to go with the LG Prada touch screen and expects 10 more cell phones with advanced touch-screen technology to be introduced by other handset makers later this year.

The feature gives a slight vibration sensation when the touch screen's virtual keyboard is tapped. It's similar to the response users are accustomed to getting from mechanical keyboards.

But the iPhone is the only cell phone that can handle more than one finger at once, analysts say. That technology, which **Apple has patented**, allows users to resize a window, for instance, by pinching or expanding two fingers on the display.

"**Multi-touch**" technology is not new but has only recently begun to emerge beyond research labs and product prototypes.

New York University research scientist Jeff Han has developed a large, dazzling **multi-touch** touch-screen computer display where one could manipulate pictures or data with multiple fingers, and founded Perceptive Pixel last year to market the technology.

Meanwhile, Microsoft Corp. has introduced a coffee-table shaped computer and display that responds to multiple touches at once. The commercial machines are set to begin appearing in some hotels later this year.


But, Colegrove said, the iPhone will be the first product that puts the **multi-touch** feature in a mainstream consumer's hands at a retail price of \$500 to \$600.

With Synaptics' Onyx concept phone unveiled last fall, the component maker claims its capacitive technology can do everything that Apple has shown the iPhone's touch screen can do. But no cell phone makers, other than Apple, appear to have developed the software applications to take advantage of **multi-touch** features yet, Lee said.

Industry observers say it's only a matter of time before that changes.

"The iPhone," Colegrove said, "is going to be a catalyst for this technology."

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*iPhone taps into a new era The Star Ledger (Newark, New Jersey) January 10, 2007
Wednesday*

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January 10, 2007 Wednesday
FINAL EDITION

SECTION: NEWS; Pg. 1**LENGTH:** 879 words**HEADLINE:** iPhone taps into a new era**BYLINE:** KEVIN COUGHLIN, STAR-LEDGER STAFF**BODY:**

When it rolled out the iPod in 2001, **Apple** Computer revolutionized the way people consume music. Now it's taking aim at cell phones.

"Today, **Apple** is going to reinvent the phone," **Apple** Chief Executive Steve Jobs said yesterday, unveiling the long-awaited iPhone at the annual Macworld Conference and Expo in San Francisco.

The super-sleek device will sell for a hefty \$499 (for 4 gigabytes of storage) and \$599 (8 GB) starting in June, pending approval by the Federal Communications Commission. The iPhone can surf the Web, send e-mail, take pictures and play music and video. But so can other "smartphones" like the Palm Treo and Motorola Q.

Apple is banking on elegant design and ease of use - hallmarks of its iPod music players - to elevate the iPhone.

If **Apple** succeeds, analysts say, it will simplify one of the most baffling consumer gadgets - the cell phone - and bring us one step closer to an electronic Swiss Army knife that marries the power of personal computers with the convenience of mobile phones.

And if **Apple** fails? It could be in deep trouble.

Apple remains the undisputed king of mobile music players, having sold nearly 70 million

iPods. Yet Nokia, the Finnish phone maker, will sell 100 million handsets in this fiscal quarter alone - and music features are becoming commonplace across the cellular industry, said analyst Edward Snyder of Charter Equity Research.

"It's a much, much bigger market than the one (**Apple** is) in," Snyder said of mobile phones. "And if they don't go there, they're dead."

So **Apple** really is re-inventing itself, starting with its name. The company is dropping the "Computer" tag and now is simply "**Apple Inc.**," Jobs said.

Another product introduced yesterday, the \$299 "**Apple TV**," is meant to further stake out **Apple's** position as an entertainment provider. First announced last fall as the "iTV," the box plugs into your widescreen TV, allowing movies and TV shows downloaded from **Apple's** iTunes Store to be beamed from your computer onto the big screen without any wires.

With 40 gigabytes of storage, the **Apple TV** can hold about 50 movies. And up to five computers within a household can stream movies to it. Jobs also announced that Paramount, the Hollywood studio that owns the Star Wars franchise, has joined Disney to sell movies on iTunes. Since launching video sales four months ago, iTunes has sold downloads of 50 million TV shows and 1.3 million movies, Jobs said. Some 2 billion songs have been downloaded from iTunes, he said.

But yesterday's biggest buzz belonged to the iPhone, which had been rumored for months on Internet sites.

The iPhone eliminates keypads. All functions are activated by tapping the screen with your finger, a patented technology **called "multi-touch."**

Measuring less than a half-inch wide, the iPhone supports Bluetooth and Wi-Fi wireless technologies and automatically synchronizes movies, music and photos through the iTunes online store. It also synchs with your personal computer.

Sensors in the unit rotate images from portrait to landscape mode, depending on how the unit is held, and adjust the display's brightness to save power. Another sensor shuts off the display when the phone is raised to the ear for calls.

"Style counts a lot for phones, and **Apple** has style," said Snyder, adding that the iPhone's Macintosh operating system seems slicker than the BlackBerry's and other smartphones. But, he said, iPods are not known for reliability - which is crucial in the mobile industry.

"Carriers have invested billions in switches and base stations. If your phone breaks, you don't make any money," Snyder said.

The iPhone will be offered exclusively through AT&T's Cingular wireless network, which so far has been unable to challenge Verizon's image for reliability, said Robert Rosenberg, a telecom analyst at Insight Research in Boonton. "This is going to be an evolving story," Rosenberg said.

Phil Marshall, an analyst for the Yankee Group, also doubts the iPhone will be a slam-dunk for **Apple**.


The mobile phone market is far more complex than the world of portable music players, he said. Profit margins are smaller; cell phone prices often are steeply discounted to consumers via special offers from vendors or carriers. Multimedia bells and whistles on other smartphones have generated a lukewarm customer response, he said.

"People use their cell phone primarily for voice communications," Marshall said. "Other functions tend to be secondary. I still think most of the use on a cell phone will be communications, not listening to music."

The iPhone actually marks **Apple's** second foray into the cellular realm. Cingular unveiled the ROKR, an **Apple** phone designed by Motorola, in late 2005. But that phone held just 100 songs and was not particularly easy to use. It flopped.

Regardless of its long-term impact, the iPhone hype gives **Apple** and its investors a break from an accounting scandal that has dogged the company for months. The controversy involves backdating of stock options, a Silicon Valley practice that has caught the eye of federal regulators. Although **Apple** has said Jobs recommended some favorable grant dates for stock options, an internal probe cleared him of any wrongdoing.

Kevin Coughlin may be reached at kcoughlin@starledger.com or (973) 392-1763.

GRAPHIC: 1. Apple Chief Executive Steve Jobs  with the ambitiously multifunctional iPhone. 2. Mark Higbie looks at **Apple's** long-awaited iPhone on display at the Macworld Conference in San Francisco yesterday.

INFO GRAPHIC: Steve Jobs' revolutionary phone

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